

Best practices : american airlines essay

[Environment](#), [Air](#)



Best Practices: American Airlines Best practices are techniques or methods that lead to better results and improvements in things such as ethics teamwork motivation or other things that keep a business going smoothly. These practices utilize all the knowledge and technology advances that one has to conquer success in the given field. The term of “ Best Practices” is used often times in healthcare education systems project management as well as government administration and several other organizations.

These things make certain businesses become the best in class or the ideal for its category. Examples of best practices are but are not limited to things that deal with price, employee perks or how happy the employee is, motivation, teamwork, as well as customer appreciation. It is important to know that there is no specific practice that acts as a overall best practice for all organizations. No practice is perfect for every organization and no practice lasts the test of time either. American Airlines sets a standard as far as airlines go.

They do this through several ways. The top three best practices include: Incentive Programs for customers such as their AAdvantage Frequent Flyer Mileage Program which demonstrates customer appreciation which goes hand in hand with their Customer Service Plan. Secondly affectively managing staff in order to keep up with customers demands. And lastly maintaining a happy healthy work environment so they can maintain a positive surrounding community. Any rewards program is created to make the customer feel appreciated and creates perks that many customer can not resist.

AAdvantage American Airlines' frequent flyer miles program presents the same temptation. " The AAdvantage® program is American's travel awards program. It was the original travel awards program, established more than 25 years ago, and today is the world's largest program. " (Airline Miles) being the first to notice that customers wanted something more for their money allowed American Airlines to stay on the cusp of innovation with this particular idea that rewarded customers for flying often as well as staying at eligible hotels or renting a car through the businesses affiliated with this program.

Also they considered those who do not fly as often and created a possibility for those customers as well in which you can rack up frequent flyer miles by dealing with some of there affiliated financial and retail partners. They also expanded this program by making these miles redeemable not just on flights but on hotel and rental car expenses as well. This sets a standard for other airlines to uphold such as southwest as well as several others who have implemented similar plans after American Airlines implemented this one over twenty five years ago.

Furthermore, American airlines has also worked toward best practices in its workforce. For example, " With over 650 planes and 74, 000 employees, American Airlines ranks as one of the world's largest airlines. However, in 2002 they faced reduced demand for airline travel, so needed to rapidly reduce staff- by 5%. "(American Airlines) They acquired several challenges with in the greater problem that needed to be addressed such as state and

federal airline regulations, financial difficulties, delayed communication as well as difficulties with workgroups and unions.

After addressing this problem they came up with a solution which consisted of selecting “ Transition Manager from HumanConcepts because of its proven ability to manage the transactions associated with the entire RIF process, and because the system incorporated best practices in decisions, management, compliance and communications. ” (American Airlines) This resulted in much needed success such in reducing staff in a timely and affective manner. This also increased compliance at all levels of the company. It also capitalized on a process top implemented in the future of the company when future workforce rightsizing is needed.

This is the perfect example to highlight how certain best choices are not the ideal for all situations. This way of dealing with things may not go through as well with other organizations. Also this may sometime in the future not workout so well with American Airlines as well. In addition, American Airlines also prides itself on maintaining a happy healthy work environment so they can maintain a positive surrounding community. They do this through acting as responsible stewards as well as reducing their mark on the environment.

They act as responsible stewards through continuously looking for new ideas and opportunities to further improve their environmental performance.

(Corporate Responsibility) In 2009 they made impeccable improvement to the environment in several was such as the fact that their environmental initiatives resulted in the reduction of their greenhouse gas emissions related fuel from 2008. This is not the only way they have aided in the

improvements of the environment they also saved at least \$10 million through energy-saving initiatives, as well as increasing fuel-efficiency.

Furthermore, they signed agreements in partnership with 15 other airlines to purchase future supplies of alternative fuels they also reduced ozone depleting substances through the replacement of certain industrial cleaning products. (Corporate Responsibility) In conclusion American Airlines continues to be the epitome of what utilizing all the knowledge and technology advances that one has to conquer success in the given field. And is the ideal example of what best practices means.

These things make certain businesses such as American Airlines become the best in class or the ideal for its category. Works Cited “ Airline Miles | Frequent Flyer Points| American Airlines AAdvantage Program. ” Airline Tickets and Airline Reservations from American Airlines | AA. com. Web. 07 Oct. 2010. . “ American Airlines: Best Practice in Workfoce Seperation. ” Www. orgplus. com/aa. HumanConcepts, 2010. Web. 2 Nov. 2010. “ Corporate Responsibility | Environment | AA. com. ” Airline Tickets and Airline Reservations from American Airlines | AA. com. Web. 06 Nov. 2010. .